

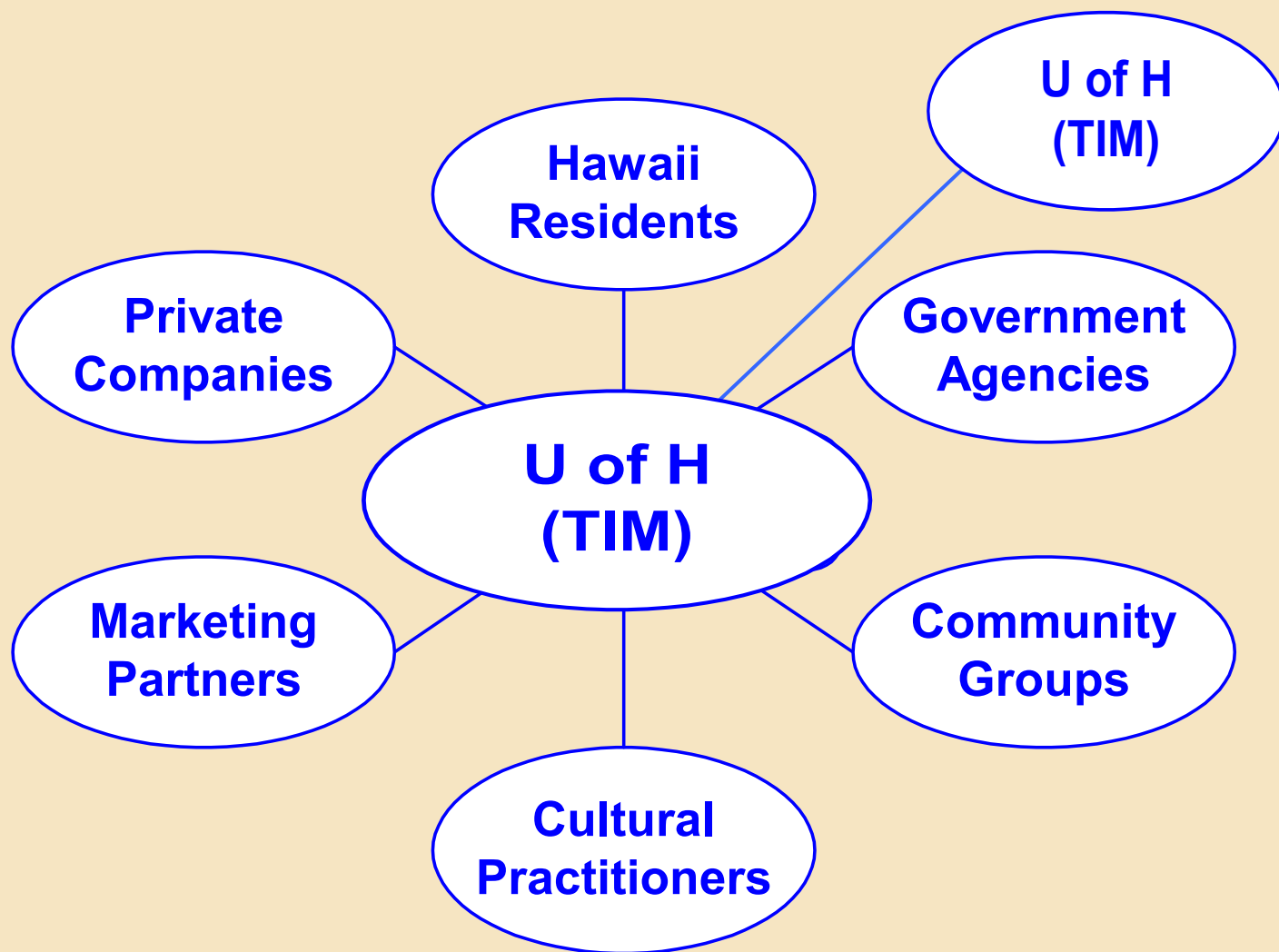
# The Challenge of Meeting Hawaii's Vision for Responsible Tourism:

From Concept to  
Implementation



Walter Jamieson







A decorative border of pink and white flowers, possibly plumeria, runs along the top, bottom, and sides of the slide, framing the central text area.

## Vision

- **Values and heritage of Hawaii are honored**
- **A destination that continues to enrich and delight the visitor**
- **Protected natural and cultural values**
- **Tourism that brings economic development and meaningful jobs**



To develop and disseminate travel and tourism concepts, knowledge and skills through excellence and leadership in research, training, outreach and service in a fashion that contributes to economic, social, and environmental sustainability as well as supports and **enriches the host culture.**

EXCELLENCE & LEADERSHIP IN  
RESPONSIBLE HOSPITALITY, TOURISM  
AND TRANSPORTATION MANAGEMENT



**Degree  
Programs**

**Consultancy**

**Certificates**

**Enriched Student  
Experience**

**Professional**

**Community  
Outreach**

**Development**



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# **Native Hawaiian Community & Tourism**

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## **Challenge**

**Help to provide opportunities  
in order to ensure that the  
Native Hawaiian community  
can on their own terms be an  
integral part of the Hawaii  
tourism industry**






# **TIM Strategy**

- **Create an Hawaiian place of learning & sense of place at TIM**
- **Attract & support more students of Hawaiian ancestry**
- **Web site**
- **Hire more native Hawaiian instructional staff**
- **Create TIM Native Hawaiian Advisory Council**



Educational & Community  
Outreach Program

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# **Heritage Resource Management Approaches**



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## **Challenge**

**Help in the development &  
adoption of more responsive,  
inclusive and cost effective  
heritage resource  
management approaches**

# TIM Strategy

- **Deliver cultural tourism and ecotourism courses**
- **Sponsor community based learning experiences allowing residents to “talk story”**
- **Conduct collaborative academic & community based research into authentic intangible stories**
- **Support applied research into carrying capacities**

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# **Hawaii Continues to be a Leading Edge Tourism Destination**



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## **Challenge**

**Create a knowledge management system that will ensure that Hawaii continues to be a leading edge tourism destination**

**SPECIAL  
REPORT**

**GLOBAL**

**TRAVEL**

D O U B L E I S S U E

# Newsweek®

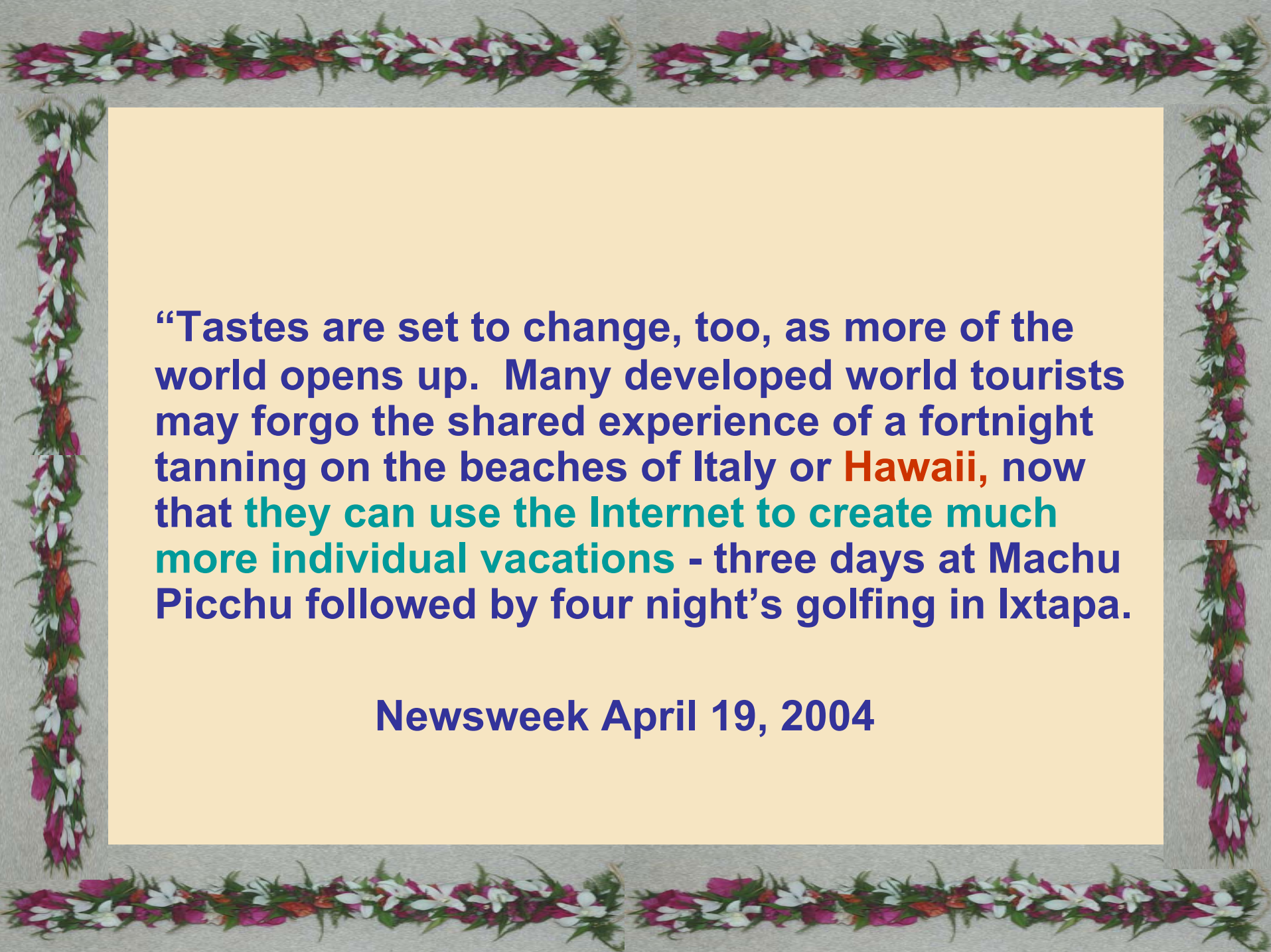
April 19, 2004 / April 26, 2004

[NewsweekInternational.com](http://NewsweekInternational.com)

## Last Chance

**To Fix Iraq,  
America  
Must Change  
Course—**



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**“Tastes are set to change, too, as more of the world opens up. Many developed world tourists may forgo the shared experience of a fortnight tanning on the beaches of Italy or **Hawaii**, now that **they can use the Internet to create much more individual vacations** - three days at Machu Picchu followed by four night’s golfing in Ixtapa.**

**Newsweek April 19, 2004**



# TIM Strategy

- **Applied futures research into what the tourist will expect from Hawaii 5/10/15 years from now**
- **Develop cost effective & authentic heritage site management approaches**
- **Work on congestion & transportation alternative futures**

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# **Authentic And Sustainable Tourism Products & Experiences**

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## **Challenge**

**Working with industry partners  
help develop innovative,  
authentic and sustainable  
tourism products & experiences**



# R&D into Different Forms of Tourism

- Ecotourism
- Nature
- Cultural
- Health/Wellness
- Urban
- Adventure
- Adrenaline holidays
- Edutourism
- Gay
- Seniors/Third-agers
- Shopping
- Pop culture
- Farm
- Home stays
- Technical
- Industrial
- Sports
- Fantasy sports
- Religious/pilgrimage
- Marine
- Soft holidays
- Food/culinary
- Volunteer
- Gap year



## **Challenge**

**Working with University partners  
ensure a supply of quality  
graduates to support all aspects of  
the private and public sector  
aspects of the industry both in  
degree and professional  
development activities**



# TIM Strategy

- **With the necessary resources produce more graduates who will stay in or return to Hawaii**
- **Working with industry partners research alternative & meaningful human resource strategies to meet future workforce realities**
- **Ensure professional development opportunities**



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# **Long Term View**

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## **Challenge**

**Working with industry partners  
help to foster a long term view  
in tourism and travel planning  
and management.**



# TIM Strategy

- Obtain funding for a public/private tourism & travel research group/intelligence unit
- Conduct futures research
- Organize industry think tanks with Hawaii as well as outside experts



# www.tim.hawaii.edu



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Hawai'i  
MĀNOA

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TRAVEL INDUSTRY MANAGEMENT**

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## NEWS / EVENTS

Last Update: March 1, 2004

**TIM School Announces its Professional Development and Consultancy Group**

**IM School Finalizes its Strategic Plan**

**Starwood Hotels & Resorts Hawaii Managers Complete TIM Custom Training Program**

**TIM Night 2004:**  
"Un spectacle merveilleux"



# Aloha

The School of Travel Industry Management (TIM) is located on the University of Hawai'i's Manoa campus on Oahu. Its beautiful location, in the heart of the Pacific Ocean, is close to the world's fastest growing region for tourism and travel. The School is the leading professional institution in the development and dissemination of knowledge on all aspects of the travel industry in the Pacific.

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THE TIM SCHOOL EXPERIENCE

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A tropical sunset scene with palm trees and the word MAHALO. The sky is a mix of dark grey and vibrant orange-red, with horizontal bands of clouds. Several palm trees are silhouetted against the sky, with one in the center and others on the left and right. The ocean is visible in the background, and a few small lights are visible on the horizon.

MAHALO